



12 POINT ROMAN, A.T.F.

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further virtues

12 POINT ROMAN, LINOTYPE

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further

12 POINT ROMAN, MONOTYPE

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further

12 POINT ROMAN, LUDLOW

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18 POINT ROMAN, A.T.F.

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are

30 POINT ROMAN, LINOTYPE

nts—practical, and aesthetic—blend into each other and make only o

48 POINT ROMAN, MONOTYPE

**Useful in narr
ow measures.**

72 POINT ROMAN, MONOTYPE

**Instructor
LEADS**

AMERICAN TYPE FOUNDERS 24

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

xyz 1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

wxyz 1234567890

LINOTYPE 24

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

xyz 1234567890

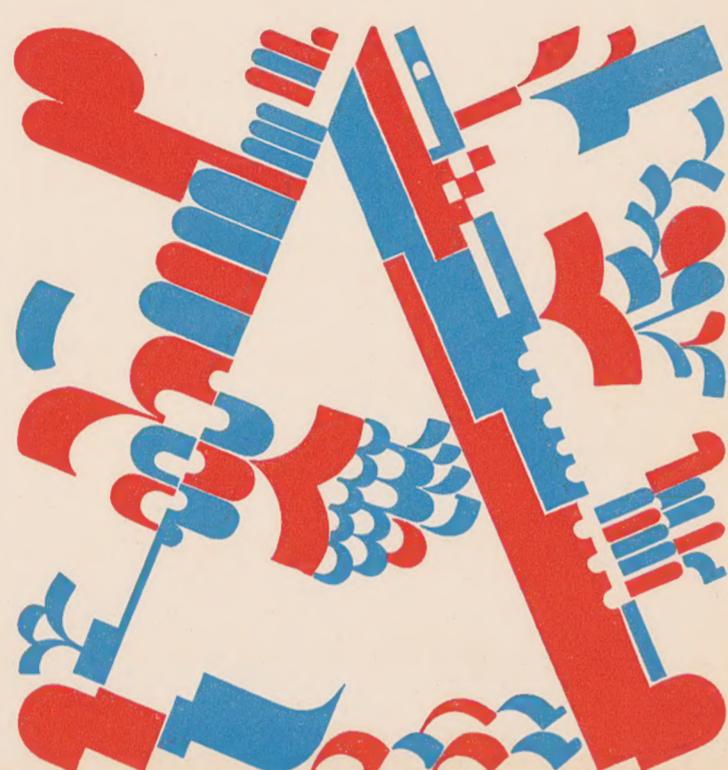
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
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wxyz 1234567890

Specimens of the type face known as

Cheltenham

printed on EASTERN'S

Atlantic Bond

ARRIVED FROM CHI-
na by caravan over remote
frontiers, bales of a strange
fabric marked for delivery
to merchants in Arabia &
eagerly awaited there: fi-
bers of cellulose shredded
in water, shaken into a felt,

& dried flat and smooth so you could write on it. A
remarkable fabric, valuable to savants seeking to set
down in script their thoughts about the universe
—a web of potency—terrific forces woven into it—
prized so much by the Arabians that they puzzled
out the method of its manufacture and made their
own...and handed on both method and material
(via Crusaders returning from an unsuccessful war)
to western Europe...where the substance was put
to a use that changed the course of human destiny



Eastern's Atlantic Bond takes the guess-
work out of presswork by providing sheets
of uniform thickness and finish, with a sur-
face that is specially treated to eliminate
fuzz and lint. You can always depend upon
Eastern's Atlantic Bond to give easy per-
formance . . . take clean, sharp, uniform

impressions . . . with less trouble, fewer
shutdowns, and with less time out for make-
ready. Truly a printer's paper, this crisp,
crackling, genuinely watermarked sheet
offers exceptional value. For better results,
use Eastern's Atlantic Bond for letterheads,
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12 POINT ITALIC, A.T.F.

Only such artistic graces are permitted to type
characters as can be slipped in without interfering
with use—i.e., easy reading. A type letter that
forces itself upon your attention—while you are

12 POINT ITALIC, LINOTYPE

Only such artistic graces are permitted to type
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18 POINT ITALIC, A.T.F.

found to have been satisfied, we
go on to look for further virtues
that fulfill the requirements of
“art.” The two sets of requireme

30 POINT ITALIC, LINOTYPE

ne set, really. But it is
convenient to look up o
n the practical part of

48 POINT ITALIC, A.T.F.

**Comprehensi
ve informatio**

72 PT. BOLD, ROMAN, LUDLOW

**Design
INSET**

MONOTYPE 24

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

xyz 1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

wxyz 1234567890

LUDLOW 24

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

xyz 1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

wxyz 1234567890